

Month at a Glance

NCCU • SEPTEMBER 2019



SOCIAL EVENT: SEAFOOD NIGHT

Bringing the bounty of the sea to the verdant greens

PROGRAM PEEK BOXES

Offering an exclusive look at what's to come

'WEIGHING THE WASTE' & MORE

Dietetic interns shine a new light on food waste at NCCU

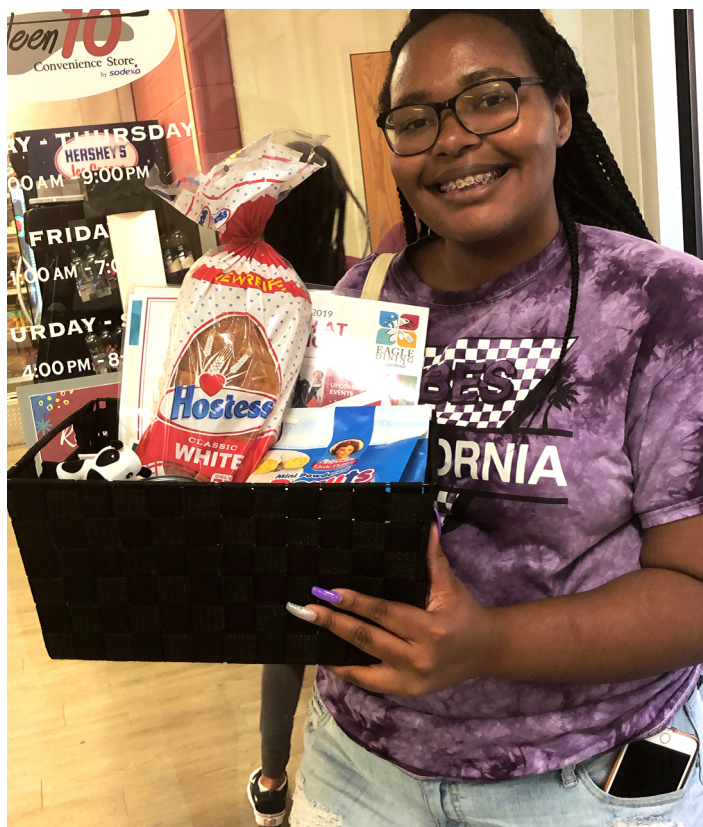
Seafood Night makes a splash

W.G. Pearson Dining Hall pulled into port on Thursday, September 12, bringing Eagles a great selection for the first Social event of the fall 2019 semester: Seafood Night!

Our 572 customers had their choice of two out of three entrée options: crab leg clusters, shrimp skewers, or fried clam strips paired with optional sides of corn on the cob, garlic mashed potatoes, asparagus, and hush puppies. Bonus sea-themed features included nautical decor for both the dining hall and its workers.

Eagle Dining Services tabled at the event and offered small trinkets of oceanic appreciation to attendees who asked questions about upcoming dining initiatives and events and/or showed proof of subscribing to our social media feeds.





Program Peek

WHO WE ARE & WHO WE'LL BE

This semester's three Program Peek boxes were centered around the idea that at NCCU, "We Work, We Play, (and) We Win." Each box was focused on a different stakeholder group and its contents reflected the meal plan initiatives geared toward the group in question, general dining services paraphernalia, and two plush Chick-fil-A cows to celebrate the new campus retail location before its expected Nov. 4 opening. All graphic items in the box were designed and printed in-house.

"We Work," which was delivered to NCCU Business and Auxiliary Services, was geared to an older audience, focusing on faculty and staff initiatives, seasonal catering offers, and our professional relationship with the client.

"We Play" was aimed at creating online buzz with the largest possible student segment, which is why we chose the Student Activities Board as its recipient. This box was filled with twice as many small fit components to meet the need of an organization and had information for them to distribute about upcoming dining events.

The last box, "We Win," was designed for the everyday NCCU student, containing the same information as the previous two boxes but with the additional prize of \$10 worth of goods from the 1910 C-Store. Freshman Raven Tribune (pictured left) won the box by participating in our '90s- and fall-themed Spice Up Your Life tabling event (pictured top right) and costume contest on Sept. 23.



SOCIAL MEDIA BY THE NUMBERS



View Insights

Promote



Liked by bigcwaffles and 145 others
eagledining Thank you to Keke Palmer and her team for dining with us tonight before her Rock the Lyceum event! Her event is scheduled to begin at 7pm in the Miller-Morgan Auditorium. 🎤
September 19

704

LIKES

on all of our
Twitter content

135,000+

IMPRESSIONS

(content views) on
Twitter in September

118

NEW FOLLOWERS

on Twitter between
Aug. 28-Sept. 25

141

NEW FOLLOWERS

on Instagram between
Aug. 28-Sept. 25

3,041

ACCOUNTS REACHED

through stories & feed posts

3,640

PROFILE VISITS

to @eagledining
during the month

It's [#nationalfoodserviceworkersday](#)!
Without their help, there would be no
such thing as [#NCCU](#) Eagle Dining
Services. Do you have a favorite
dining hall, retail, or catering worker?
Reply & let us know! ❤️



Dietetic interns address food waste

Zora Collins and Allie Kleppe (top left and right, respectively) interned at NCCU to fulfill the food service requirement of their Master of Public Health-Registered Dietician program at UNC Chapel Hill.

During their rotation on campus, the two developed a continuous quality program to improve efficiency and reduce food costs. That program includes a baseline food waste measurement and analysis of root causes.

On September 30, Collins and Kleppe celebrated Mindful Monday with us and rolls out their mobile five-question survey during dinner hours in W.G. Pearson Dining Hall. The survey, which asked participants about their opinions about their own waste levels and awareness of the to-go box program, was completed 80 times, with 40 of said participants saying that they leave under 25 percent of food on their plate on any given day.

That same night, the interns, supervised by resident dining manager Crystal Krogh and assisted by other members of the Eagle Dining team, collected 285 pounds (75 gallons) of food waste from the four-hour dinner service at W.G. Pearson Dining Hall.

"The amount isn't too serious on a single-person level," Collins explained, noting that the average waste per person was under 8 ounces. "Seeing it in front of you is where it adds up."

Results were announced to the student body (along with the bottom left picture of said waste) in early October.

